

2/10/92

To: JOE CASEY

Re: Drug Fair  
24 STORES

Present

- 15 with Dorco SAVING Centers
- 17 with RJR NSS PLAN
- 15 with RJR OVERHEADS
- 9 with P.M. Overheads -
- Couponing on Dorco's at Resnick Tobacco  
10 styles

# of Rows  
total and per store avg

PROPOSED

- 24 with Dorco SAVING Center w/ additional space for Sterling
- 17 with NSS-2 Plan - UPSCALE Grey color
- 24 w/ RJR - Overheads - replacing P.M. w/ upscale Grey color and ~~\$500.00 one time bonus~~
- 24 EVD Displays
- Couponing on Dorco's, Sterlings and Magna's at Resnick Tobacco. ~~it~~  
26 styles
- Add S/M

Low  
Rows

# TIMING - 3YR

51850 2142

## PROPOSED

In addition to current merchandising

1) 9 additional Doral SAV CTR in store w/o  
~~NO~~ UNITS currently  
1' FT UNIT 12 ROWS PER STORE

2) Change Non-self service Carton Plan to New  
UPSCALE grey color w/ lighting

3) Replace 9 Philip Morris Overheads

4. Place 24 2FT ~~NO~~ BEST VALUE Floor Displays  
w/ 50 Carton Allowance

4a: Place 24 ~~Plastic~~ displays on top of Floor Display

4B 9 Styles of Best Value

4C 4 Styles of Sterling

• Timing - 3 YRS for all UNITS

• Bonus \$1,000 one TIME PAYMENT.

• Compensating all styles of Doral + Sterling on  
going 14 ~~Base~~ styles.

# Drug Fair

## Present

15 STONES w/ Doral SAVING CTR

5 1' FT UNITS

10 2 1/2 FT UNITS

17 w/ RJR NSS Plan 40 row

15 w/ RJR overhead

9 w/ P.M. Overheads

\* Couponing on Dorals at Resnick Tobacco  
1 Cope/wk of each style

\* FULL PRICE -

\* Generic -

\* Sub-Generic